

ORDER



Orders

Order / Rev: 50834

Alt Order #:

Product Desc: ESTIMATE 11638

Estimate: 11638

Flight Dates: 10/29/12 - 11/06/12

Original Date / Rev: 08/21/12 / 08/21/12

Order Type: GENERAL

KUCW-TV

Primary AE: Office Accounts

Sales Office: SLC

Sales Region: Local

Agency

Name: Media Strategies & Research

Buying Contact:

Billing Contact:

1580 Lincoln Street

Denver, CO 80203

Billing Type: Cash

Billing Calendar: Broadcast

Billing Cycle: EOM/EOC

Agency Commission: 15%

Advertiser

Name: Matheson for Congress 2012

Demographic: HH

Product Codes: US Congress

Priority: P-3

Revenue Codes: AGY, POL-CAND, GEN

New Business Thru:

Order Separation: 00:15:00

Advertiser External ID:

Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/29/12	11/05/12	6	\$1,790.00	\$1,521.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
November 2012	6	\$1,790.00	\$1,521.50	0.00
Totals	6	\$1,790.00	\$1,521.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Office Accounts			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount																		
E 1	KUCW	10/29/12	10/31/12	M-F 6p-630p M-F 6p-630p	CM	6p-630p	1-1----	:30	2	\$300.00	P-3	0.00	NM	2	\$600.00																		
E 2	KUCW	11/01/12	11/05/12	M-F 630p-7p M-F 630p-7p	CM	630p-7p	1--1---	:30	2	\$450.00	P-2	0.00	NM	2	\$900.00																		
<table><tr><th>Start Date</th><th>End Date</th><th>Weekdays</th><th>Spots/Week</th><th>Rate</th><th>Rating</th></tr><tr><td>Week: 10/29/12</td><td>11/04/12</td><td>---1---</td><td>1</td><td>\$450.00</td><td>0.00</td></tr><tr><td>Week: 11/05/12</td><td>11/11/12</td><td>1-----</td><td>1</td><td>\$450.00</td><td>0.00</td></tr></table>																Start Date	End Date	Weekdays	Spots/Week	Rate	Rating	Week: 10/29/12	11/04/12	---1---	1	\$450.00	0.00	Week: 11/05/12	11/11/12	1-----	1	\$450.00	0.00
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating																												
Week: 10/29/12	11/04/12	---1---	1	\$450.00	0.00																												
Week: 11/05/12	11/11/12	1-----	1	\$450.00	0.00																												
E 3	KUCW	10/30/12	11/02/12	M-F 10p-1030p M-F 10p-1030p	CM	10p-1030p	-1--1--	:30	2	\$145.00	P-3	0.00	NM	2	\$290.00																		
Totals														6	\$1,790.00																		